



# 2024/25 PROPOSAL

## THE COMMUNICATIONS CORNER PODCAST



SCAN ME



**SCAN ME**

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# HELLO, NIMA AND ENDRIT HERE!



**BEFORE YOU DIVE INTO OUR PROPOSAL, WE WOULD LIKE TO SAY HOW PROUD WE ARE OF WHAT WE'VE CREATED. ALSO, WE WOULD LIKE TO EXTEND OUR SINCERE GRATITUDE TOWARDS THE SCHOOL OF BUSINESS AND MANAGEMENT AND QUEEN MARY UNIVERSITY OF LONDON FOR BEING CORE PILLARS IN OUR JOURNEY.**

As we enter our third and final year, we often reflect on the progress and development made during our time at Queen Mary. Starting our academic journey's in September 2022, we had no idea what to expect apart from leaving with a degree! However, our time here has provided greater meaning to the cliché – *'your years at uni, are the best years of your life'*. And for that reason, we want to honour Queen Mary and SBM, by using our platform to serve as a testament of the success, relationships, and life-long value

that is ascertained during one's journey at Queen Mary University of London.

During our time here, we learnt many lessons and skills, namely the power of reciprocity. As final year students, we believe it is our duty to reciprocate.

**HOW SO? WE CRAFTED THIS PROPOSAL AS AN EXPERIENCE. SO PLEASE CONTINUE READING TO LEARN ABOUT OUR VALUE PROPOSITION.**

# WHO ARE WE.

**ONCE A HUMBLE MARKETING BLOG, TURNED INTO AN EXCITING PODCAST ADVENTURE. LAUNCHED IN DECEMBER 2023, WE WANTED TO CREATE AN OUTLET TO DISCUSS OUR PASSION: MARKETING.**

As BSc Marketing and Management students, we needed to be on top of our game; whether that's for our studies or future careers. So, in Summer 2023, we decided to turn our simple blog into a podcast. Consequently, our love for marketing led us to establish four core pillars that determine the content of each episode. These are:



**“YOUR NETWORK IS YOUR  
NET WORTH.”**

**- TIM SANDERS**

This quote resonates closely with the Communications Corner because we wouldn't have reached where we are if not for the networks created during our time at Queen Mary (QM). Thanks to QM's student radio station, *Quest Radio*, we were able to

secure our recording studio. We extend our appreciation to Lily and Miranda from the School of English and Drama, for facilitating the studio's use. Without Quest Radio, The Communications Corner Podcast wouldn't be where it is today.

# OUR FIRST YEAR.

When we embarked on this journey, we did not expect to experience the level of growth and development that we have now. From increasing our marketing knowledge, to knowing how to setup and distribute a podcast, we are truly proud and grateful for the experience so far.

## LET'S SUM IT UP FOR YOU:

**24** EPISODES RECORDED AND PUBLISHED ON SPOTIFY AND APPLE PODCASTS.

**HOW TO PODCAST**  
WHICH INCLUDES CREATING CONTENT, TO SPEAKING WITH CONFIDENCE.

**38** POSTS PUBLISHED ON LINKEDIN.

**OUR AUDIENCE**  
TUNED IN TO EPISODES THAT FOCUSED ON UNIVERSITY/ACADEMIA.

## ALSO, WE FORGOT TO MENTION . . .

**WE WON THE 'CONTRIBUTOR OF THE YEAR' AWARD FOR STUDENT MEDIA AT THE 2024 STUDENT GROUP AWARDS!**



This is a strong epitome of what happens when you put your head down, and lead the way with passion and faith.



# SOME NUMBERS

These numbers, while modest, highlight our achievements in the first year of our podcast, which began as a passion project. They reflect the authenticity and dedication we've maintained, and exemplify the foundation we've built for future growth.

12

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SPOTIFY FOLLOWERS  
SINCE JULY 2024

141

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LINKEDIN FOLLOWERS  
SINCE JULY 2024

304

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ALL TIME PLAYS (SPOTIFY)  
SINCE JULY 2024

55.3%

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LISTENERS AGED 18-22

12.3%

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LISTENERS AGED 23-27

21.9%

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LISTENERS AGED 28-34

8,632

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ORGANIC IMPRESSIONS (LINKEDIN)  
DECEMBER 23 - JULY 24

4,894

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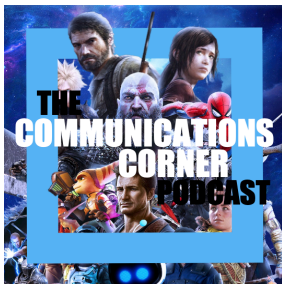
UNIQUE VIEWS (LINKEDIN)  
DECEMBER 23 - JULY 24

## SOMETHING THAT MAKES THE COMMUNICATIONS CORNER PODCAST SPECIAL, IS OUR CREATIVITY AND ATTENTION TO DETAIL.

During our commutes to Queen Mary, we tend to record Out-of-Home (OOH) advertisements and draw inspiration from their styles. For our brand story episodes, we decided to create unique episode thumbnails that are tailored to their specific branding guidelines, whilst retaining our unique brand image.

## HERE'S A FUN GAME:

## WHICH BRANDS CAN YOU SPOT? (APART FROM US)





# WHAT'S NEXT.

## NOW IT'S TIME FOR BIGGER AND BETTER OPPORTUNITIES, NOT JUST FOR OURSELVES BUT FOR THE COMMUNITY AT QUEEN MARY.

As aforementioned, since we are entering our final year as QM undergraduates, we want to make the best of our time and leave a positive mark. On page 5, we briefly alluded to learning about our audience and the type of content that performed well for us.

### #12 SEO WITH CH DAVID

*AN INTERVIEW WITH A BUSINESSMAN, SEO EXPERT, AND CLOSE FRIEND.*

**54** PLAYS  
JULY 2024

### #9 DISSERTATION PROPOSALS - PART 1

*DISCUSSING PROPOSALS FOR OUR RESEARCH METHODOLOGY MODULE.*

**42** PLAYS  
JULY 2024

### #8 HONEST INSIGHTS FROM OUR WORK EXPERIENCES

*TALKING ABOUT OUR SUMMER 2023 WORK EXPERIENCES.*

**37** PLAYS  
JULY 2024

The episodes that focussed on QM experiences, academia, and were student-led, performed well.

## SO HERE'S OUR PLAN FOR YEAR 2:

### 1. THE STUDENTS

We want the bright and diverse SBM cohort to be at the heart of the podcast. For each episode we will invite a single or group of SBM students. How do we bring them on? Ground Cafe has that sorted.

### 2. THEIR EXPERIENCES

For each episode, we want unique experiences at QM and with SBM to be highlighted – favourite modules, moments etc. With such a diverse and proud cohort, we know how unique each student and their story will be.

### 3. AND THE COMMUNITY

Within set guidelines, we plan to promote the podcast around campus and on social media. Whether you want to reminisce about uni life, or are anxious about embarking on your journey, we are the go-to podcast.

# PROPOSAL.

The Communications Corner Podcast is eager to support the initiatives and growth of Queen Mary's School of Business and Management by offering our platform for the 2024-25 academic year. By forming a partnership or sponsorship, our podcast can serve as a valuable resource for attracting prospective students to QM while reinforcing the positive experiences and opportunities provided by QM and SBM for current students.

## WHAT'S IN IT FOR YOU?

1. NEW AVENUE TO SUPPORT SBM'S MARKETING EFFORTS.
2. USE OF THE COMMUNICATIONS CORNER BRAND IN SBM MARKETING MATERIAL AND COLLATERAL.
3. IT'S AN INVESTMENT — YOU MISS 100% OF THE SHOTS YOU DON'T TAKE.

**THE  
COMMUNICATIONS  
CORNER  
PODCAST**

X

 **Queen Mary**  
University of London  

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School of Business and Management

**WE ARE SO EXCITED TO LAUNCH YEAR 2.  
ARE YOU READY TO JOIN US?**

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# THE COMMUNICATIONS CORNER PODCAST

## HAVE ANY QUESTIONS?

EMAIL US AT  
[COMMUNICATIONSCORNER@OUTLOOK.COM](mailto:COMMUNICATIONSCORNER@OUTLOOK.COM)

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**THE  
COMMUNICATIONS  
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